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ABSTRACT

This annual report presents information on the public services provided by Hudson Valley Community College (HVCC) in 1982-83. After introductory material defines public service and outlines laws and regulations governing their operation in New York's community colleges, an overview is provided of the three units at HVCC concerned with services for the private sector and the community at large: (1) the Continuing Education Office, which offers traditional and nontraditional students educational alternatives in the areas of occupational development, cultural awareness, self-improvement, and leisure activities; (2) the Public and Community Service Project Office, which offers a comprehensive training program to government agencies and, to some degree, private industries; and (3) the Office of Public Services, which coordinates programs for economic development and the improvement of the quality of professional and personal life. The following sections provide more detailed information about the functions, methods for identifying program needs, delivery systems, and 1982-83 activities and programs of each of the three offices. After a discussion of the scope of the public service capabilities of HVCC, which includes a list of the courses offered during the year, the report concludes with examples of anticipated programs for 1983-84. (HB)

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PUBLIC SERVICE

AT

HUDSON VALLEY COMMUNITY COLLEGE

AN ANNUAL REPORT

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Prepared By:

Dominick M. Eannello

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Vice-President for Planning and Public Service

August 31, 1983

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INTRODUCTION

In November of 1978 Dr. Clifton Wharton, Chancellor of the State University of New York, emphasized the need to increase the Public Service mission of the sixty four (64) SUNY Institutions by establishing the Office for Public Service at State University Central Office and appointed Mr. John Mather as Associate Chancellor for Public Service.

Mr. Mather defined Public Service as, "an organized institutional service, available and accessible, that utilizes educational or research or informational or physical resources of State University at the campus or University-wide in ways of measurable benefit in improving the quality of life and/or economic well-being of the people of the State of New York."

Mr. Mather initiated the concept of a Public Service Network connected interactively with each SUNY Institution and with the Central Administration as the clearinghouse for the network.

January of 1982 marked an end of a beginning for the Public Service Network when SUNY Public Service officers held an organized meeting and adopted as the theme of the conference "Expansion, SUNY's Public Services in the 80's." The target goal of that conference was full development of a decentralized but interactive Public Service Network.

Dr. Joseph J. Bulmer, President of Hudson Valley Community College, responded to the Public Service mission of the State University of New York by establishing the office for Planning and Public Service in February of 1979 and appointed Dr. Dominick M. Eannello as Vice President for Planning and Public Service. In January of 1980 Dr. Bulmer established the Public and Community Projects Office and in September 1981 the Office of the Coordinator of Public Service.

In September of 1981 the New York State Legislature amended Chapter 113 of the Education Laws of 1981. This amendment provides funding to community colleges for offering programs to the private sector. In March of 1982 the Office of Vice President for Planning and Public Service assumed the responsibility for State Aidable Contract courses, and organized an ad hoc committee to investigate the ramifications of the amendment to the Education Laws.

It was evident to the committee that a new dimension had been added to the Public Service capabilities of the college. Also, realizing that the service area was composed basically of small businesses and work force, the committee developed a new concept for the delivery of State Aidable Contract courses for small business entrepreneurs and those of the work force unemployed or in need of upgrading skills.

A new procedure was recommended which states:

> **"The intent of the criteria as specified in chapter 113 of the laws of 1981 is to stimulate a declining economy by assisting the private sector. A mission of the college is to increase Public Service offerings. It is appropriate for the college to offer course(s) at no charge to the enrollee when it becomes apparent that the intended course(s) will not otherwise be offered." (See appendix A)**

The Vice President for Planning and Public Service approved the new procedure and stated that Public Service would become Public Relations.

AN OVERVIEW OF PUBLIC SERVICE

Three (3) separate entities of the college are concerned with services for the private sector and the community at large: the Office of Continuing Education, the Public and Community Services Project Office and the Public Service office.

Each unit has a uniqueness which justifies its existence.

The Continuing Education office is designed to offer students, traditional and non-traditional, a viable and flexible alternative to develop occupational skills, cultural awareness, self-improvement and leisure time activities.

The Public and Community Service Project Office is primarily responsible for offering a comprehensive training program to governmental agencies, and to some degree, private industries.

The Office of Public Services prime responsibilities are programs for economic development and the improvement of the quality of professional and personal life.

PLANNING AND PUBLIC SERVICE

Areas of responsibility:

The office of the Vice President for Planning and Public Service has responsibility for the Coordinator of Alumni and Public Service, the Director of Development, the Director of Institutional Research and the Director of Informational Services. The prime responsibility of the Coordinator of Public Service is the placement of courses for the community. The other offices play a supportive role.

The Office of Public Service coordinates its efforts with the Office of Continuing Education and the Public and Community Services Project Office.

Goals

The immediate goal of the Vice President for Planning and Public Service was and is to increase the overall Public Services offerings of the college. A long range goal is to catalyze cooperative, joint efforts among colleges, businesses and industries for economic advantages and development.

Outreach

The office of Public Service is concerned with economic development and the improvement of the quality of life of those in the service area.

Mechanisms for Identifying Public Service Programs

1. The Faculty at large

   The Office for Planning and Public Service encourages faculty and staff to participate in Public Service projects and to work with the Office for Planning and Public Service. This is accomplished by communiques and personal contact. Faculty and staff are constantly used as consultants for planning and implementing Public Service projects.

2. Advisory Board

The development of a Public Service Advisory Board, consisting of members for business, industry, government education, community service and SUNY Central Administration, is near completion and will be fully operational in the Fall of 1983.

3. Small Business Council of Rensselaer (SBC)

The SBC is a satellite of the Greater Troy Chamber of Commerce.

The membership includes:

- Business Owners of Rensselaer County
- U. S. SBA
- County I.D.A. and B.A.S.
- Rensselaer Polytechnic Institution Representative
- Hudson Valley Community College Representative

The SBC is a prime source for identifying needs of the business community.

4. Governmental Agencies

Personal contact is maintained with agencies of the Federal, State and local governments and play a significant part in identifying potential programs.

5. Coordinator of Public Service

The Public Service office serves as a central access point to services of the college for the private sector and the community. This communication is a mainstream for identifying needs.

A prime responsibility for this office is to serve as a broker for programs. In this capacity the Public Services Officer is in constant contact with other identifying mechanisms as well as visits to businesses, industry, labor unions, United Way, civic organizations and professional groups.

Examples of courses for the improvement of the quality of life:

COURSES	IDENTIFYING AGENT	ORGANIZATION SERVED
CPR	Coordinator of Public Service	Norton Company Union National Bank High Gate Nursing Home
Unemployment Seminars	Faculty	Unemployed of Columbia County
	Coordinator of Public Service	Unemployed City of Rensselaer
	Coordinator of Public Service	Unemployed of Norton Company
	Coordinator of Public Service	Unemployed of Cluett Peabody
	United Way	Unemployed of Montgomery Ward
Multi-Media First Aid	Coordinator of Public Service	Equity Meat Company
Word Processing Skills	Coordinator of Public Service	Former employees of Montgomery Ward
Typing	Coordinator of Public Service	Former employees of Cluett Peabody
Basic Skills	Coordinator of Public Service	Former employees of Cluett Peabody
Job Preparation	Staff	Former employees of Cluett Peabody
Stop DWI Clinic	Rensselaer County-Stop DWI Division	County Officials
NYS Wheelchair Sports Exposition	Community Project	Disabled
Poetry Forum	Staff	Community at Large
Art in Technology	Staff	Community at Large
Update Automotive Skills	Faculty	American Honda
Computer Graphics	Faculty	Sterling Winthrop
Micro-Computer Literacy (Joint effort with Public Services projects)	Staff	Capital District High Technology Council

Examples of courses for the improvement of the quality of life:

COURSES	IDENTIFYING AGENT	ORGANIZATION SERVED
Organization of Meeting	Staff	National Association of Women in Construction
Marketing	Staff	Northeast Sub-Contractors Assoc.
Stress Management	Staff	Professional Insurance Agents Association
Series of Seminars for Business Entrepreneurs • Record Keeping • IRS Laws • Computers for Small Business • Financial Management • Tax Credit	Small Business Council	Business Community at Large
Export Management Seminar	SUNY	Business Community at Large
Update on new automotive parts/technology	Coordinator of Public Service	Area Mechanics and installers
Tourism Seminar	Coordinator of Public Service	Community at Large
Telecommunication (Joint effort with Public and Community Services projects)	Staff	New York State Office of General Services

Public and Community Services Project

Objective:

The main function of the Public and Community Services project is to provide credit and non-credit instruction to all levels of Public and Private sector personnel for the purpose of enhancing their employment skills and upgrading their on-the-job techniques.

Funding:

The basic difference between the Public and Community Service Project Office and the Office of Continuing Education is not in the context nor in the method of presentation but rather the nature of funding. The Public and Community Services projects are funded through the procurement of contracts and grants from local government and private industry.

Mechanism for identifying the needs of governmental agencies and private industries.

1. The Public and Community Service project staff maintains continuous contact with State and local governmental agencies. This is accomplished with brochures and oral communications.
2. Faculty and staff are a major resource for identifying programs. It is natural for a faculty or staff member to identify programs in their area of interest and the Public and Community Services project staff maintains contact with that segment of the college.
3. Staff members also interface with staff members of Continuing Education and Public Services as a means of identifying program potential.

Examples of programs for governmental agencies:

COURSE	IDENTIFYING AGENT	ORGANIZATION SERVED
Joint Apprenticeship training program	NYS Office of General Services	CSEA MEMBERS OGS employees
Written Communications	NYS Civil Service Department	Employees
Research Techniques	NYS Civil Service Department	Employees
Pre-retirement Planning	NYS Department of Social Services	Employees
Efficient Reading	NYS Department of Social Services	Employees
Supervision	NYS Department of Social Services	Employees
Telephone Techniques	NYS Department of Social Services	Employees
Computer Related Courses	NYS Department of Social Services	Employees
Introduction to Computer Programming	NYS Department of Civil Service	Employees
Management Information Systems	NYS Department of Social Services	Employees
Management Skills	Staff	County Government Employees
General Accounting	Staff	County Government Employees
Computer Programming	NYS Department of Social Services	County Government Employees
Public Administration	Staff	County Government Employees
Public Personnel Admin.	Staff	County Government Employees
Telecommunication (Joint effort with Public Service Office)	NYS Department of General Services	Employees

Examples of Programs for Private Industries:

Introduction to microcomputers (Joint effort with Public Service Office)	Capital District High Technology Council	Executives of Council

Responsibility

The office of Continuing Education is involved in a wide variety of programs for the private sector and the community.

The areas of responsiblity include:

- Evening division credit courses
  Non-credit courses
  Vocational
  Professional improvement
  Self improvement
  Leisure time
  Cultural
- Credit for life experiences
- Outreach project which includes credit and non-credit courses for business and industry.

Mechanism for identifying programs:

1. Approximately 150,000 area residents are sent information concerning Continuing Education courses. This contact with the community encourages people to request courses.
2. Representation at college fairs generates requests for courses by visitors.
3. Professional contacts and inquiries keep Continuing Education staff abreast of new trends.
4. The faculty and staff generate new programs as a result of an interest to teach the course.

Delivery System

Examination of the methods of presentation of programs by the Office of Continuing Education reveals a fluid structure, designed to adapt to each individual situation. The range of delivery systems is from the traditional approach to training on the job.

Examples of new programs Fall 1982-Summer 1983

AUTOMOTIVE

Engine Dynamometer Testing

BUSINESS

Introduction to Hotel/Motel Management

Introduction to Travel and Tourism

COMPUTER COURSES

Computer Literacy

COMMUNICATION SKILLS

Effective Business Writing

Writing Books for Children

Marketing Manuscripts

How to Write Publicity Editors Will Print

CONSTRUCTION

Residential Construction

HEALTH

The New Nutrition

OTHER PROFESSIONAL IMPROVEMENT COURSES

Introductory Seminar for Recreation Leaders

Therapeutic Recreation Activities (Implementation for Special Populations)

Public Fire Safety Education Seminar

Graphic Design Management

Ultralight Ground School

Ultrasonics Update

SELF-IMPROVEMENT

Increasing Organization and Team Building Effectiveness

Leadership Seminar

Professional Images

Senior Citizen Seminar

Artificial Lures

Social Dance

Needlepoint

Scuba

Improvisation Workshop

Spring Fever Day - Beekeeping

- Gardening with Perennials
- Gardening with Annuals
- Controlling Insect and Animal Pests in the Garden
- All About Berries
- Fats in Your Diet
- Freezing Foods
- Drying Foods
- Sourdough Cookery
- Birds of the Capital District
- The Helderberg Escarpment
- Darkroom Magic
- Advanced Driving Maneuvers
- Winter Driving Preparedness

In addition to the above activities, the Continuing Education Office has regularly offered to state agencies and private industry a number of contract programs dealing with training. Examples are:

- Public Service Institute
- State University of New York at Albany School of Social Welfare
- National Executive Housekeepers Association
- State University of New York at Albany Institute of Gerontology
- Rensselaer County Cooperative Extension
- American Heart Association
- American Red Cross
- WMHT TV Program
- Rensselaer County Board of Cooperative Educational Services
- Watervliet Arsenal
- Huyck Felt Company

Scope of the Public Service Capabilities of Hudson Valley Community College

The following courses have been offered in the past by Continuing Education, Public and Community Service Projects Office and the Office of Public Service. They can be offered again. However, the following list is by no means the limitations of the Public Service capabilities of the college.

The development of a State University of New York (SUNY) Public Service network makes the total resources/expertise of the 63 sister institutions available to the college. This means the scope of the college's capability is limited by the limitations of the combined SUNY system.

Courses offered in the past

I. Courses for professional improvement include:

Automotive Courses

- Know Your Car
- Automotive Mechanics
- Automotive Emission Control System
- Automotive Transmission
- Automotive Collision-Damage Estimating
- Basic Auto Body
- Small Engine Repairs
- Motorcycle Maintenance and Safety

Business Courses:

- Accounting
- Bookkeeping for Small Business
- Operating Small Business
- Preparation of Income Tax
- Understanding the Stock Market
- Advanced Approach to Investing

- Shorthand Refresher
- Role of Savings Banks in Personal Finance Planning
- Introduction to Bookkeeping
- The Business of Arts and Crafts
- Word Processing for Professionals
- Export Symposium
- Supervising the Problem Employee
- Basic Supervision
- Management Skills
- Economics
- Business Law
- Psychology and the Organization of Business
- Basic Sponsored Funding (Grantsmanship)
- Career Management
- Interviewing Skills

Computer Skills

- Non-credit COBAL
- Introduction to Personal Computer
- Data Processing/Computer Programming
- Systems Analysis and Design
- ANSI COBAL Programming
- Data Processing Math
- FORTRAN
- Introduction to Programming
- Basic Programming
- Program Reading
- Program Analysis
- Program Analysis and Design

Communications skills course:

- Basic English skills include

  Review of: Basic Grammar

  Punctuation

  Vocabulary

  Spelling

  Sentence Structure

- Correspondence and Reports
- How to Write and Publish a Newsletter

Construction Courses:

- Carpentry
- Concrete Technology for Masonry
- Building Code Enforcement

Electrical/Electronics Course includes:

- Basic Electrical Training
- Electrical Wiring and Installation
- National Electrical Codes
- Residential Wiring
- Design and Drafting of Electrical systems
- Electrical Blueprint
- Electrical Construction
- Electricity/Electronics
- Radio and Television
- Industrial Electronic Circuits

Energy Related Courses includes:

- Solar Basics
- Solar Energy
- Cutting Energy Cost
- Refrigeration Principles

Health Science related courses include:

- Interpretation of EKG
- CPR
- Refresher Courses for Nurses
- Paralleling Radiography
- Techniques of Dental Hygienics
- Physics
- Chemistry
- Hearing Aid Technology
- Emergency Medical Training

Other professional improvement courses include:

- Basic Audio-Visual Production and Techniques
- Video Producing
- Fire Fighting Tactics and Strategy
- Single Parent Training
- Airmen Safety Refresher
- Driver Education Methodologies-MPV Certificates
- National Executive Housekeepers Training for Certification
- Machining Processing
- Water Treatment
- Welding

II. Courses for Self-Improvement

- Positive Attitude Seminars
- Creative Problem Solving
- Using Time More Effectively
- Stress Management (for all areas)
- Speak with Confidence
- Relaxation Workshop
- Coping with the Aging
- Living with Dying
- Introduction to Study Skills
- Improving Management Skills
- Assertiveness Training
- Workshop for Women-Self Improvement
- Family Health Seminar
- Family Interaction Workshop
- College Reading Course
- College Preparatory Physics
- Constructive Geometry and Trigonometry
- Preparatory Engineering Physics
- Basic Botany
- Beginning Sign Language
- Basic Course in Total Communication
- Help Smokers Quit
- The Feminines Feminist
- Coping with Drinking
- Dealing with the Problem of the Aging
- Drug Abusers in America
- Beginning Chinese

- Conversation in Italian
- CPR
- Parenting
- Pre-retirement Course
- Development of an Employment Package
- Physical Conditioning
- Aerobic Exercises
- T acl'hi (Chinese exercise)
- Hatha Yoga
- Physiology and Exercise
- Weight training

Athletic skills courses include:

Sports and Life Skills include:

- Racquet Ball
- Street Hockey
- Karate
- Self Defense for Women
- Cross Country Skiing
- Golf
- Tennis
- Sailing
- Wind Surfing
- Basketball
- Fly Tying
- Fishing Skill
- Weight
- Gymnastics
- Soccer

III, **Arts and Crafts for Leisure and Business Courses**

Music courses include:

- Learning to Write Music
- Big Band Workshop
- Harmonica for Fun
- Community Band
- Concerts

Dance courses include:

- Modern Dance
- Disco Dance
- Jazz Dance
- Ballet for Beginners

Food preparation courses include:

- The Use of Wild Plants
- Gourmet Cooking
- The Use of Common Herbs
- Pressure Canning
- Free
- Jelly and Jam Making
- Pickling
- Soups and Stews
- Homemade Mixes

Gardening/Orchard type courses include:

- Indoor Gardening
- Gardening Naturally
- Limited Space Gardening
- Soil Improvement
- Gardening with Color
- Vegetable Gardening

- Low Maintenance Gardening
- Shade Gardening
- Wood Lot Management
- Lawn and Ground Covers
- All About Pruning
- Selecting Hedges-Trees-Shrubs

Livestock/Poultry related courses:

- The Home Poultry Flock
- Small Sheep/Pig Products
- Home Dairy Goat
- Choosing Livestock

Hobbies skills courses include:

- Intro to Screen Printing
- Beginning Drawing
- Intro to Miniatures
- Photography
- Antique Accessories
- Wreath Decoration
- Hand Made Jewelry
- Calligraphy
- Painting
- Chair Caning
- Cartooning
- Floral Arrangement and Design
- Macrame
- Knitting
- Intro to Sewing
- Intro to Bridge

- Stained Glass Workshop
- Basic Movie Film
- Intro to Geneology
- Intro to American Antiques
- Interior Decorating
- Intro to Furniture Making
- The Craft of Framemaking
- Weaving
- Pottery
- Crewelry Embroidery
- Pet Care
- Old houses of Rensselaer County
- Restoration of old houses of Rensselaer County
- Geology and the Capital District
- Rensselaer County Folk Craft
- History of Rensselaer County
- Studies in Parapsychology
- Zoos and Zoo Animals
- Art and Technology of Ancient Egypt
- Clownology
- Bird Identification
- Wild Flower Identification

IV. <u>Other Public Services of the College Include:</u>

- Dental Hygiene Services for the Community
- Summer Camp for Children
- Hosting the Rouseing Fair for the Senior Citizens
- Library Materials Available to Residents of Rensselaer County
- Facilities and Equipment Available to any Worthy Organization
- Faculty Members Individual Contribution to Public Service Projects
- Dental Hygiene Students placed in Dental Care Clinics, at no cost, to any worthy organization

Looking Ahead-1983-84

The college is proud of its Public Service accomplishments for the 1982-83 academic year. Though proud, the college is not complacent. The Public Service machinery is being finely tuned for more Public Service offerings for the 1983-84 academic year.

Examples:

Anticipated programs *for the Office of* Public Service include:

- A series of automotive technology update clinics for area mechanics, installers and dealers.
- An intensified course for upgrading electronics skills in phase loop lock technology and microprocessors for 12 local electr nic repair service companies and local television stations.
- An ongoing microcomputer "hands on" program for local small business entrepreneurs.
- A project to assist area television stations with the Raster Computer Graphics.
- A program designed to improve job placement skills for displaced women.
- A comprehensive training program for the St. Regis Paper company in the electrical mechanical and maintenance areas.
  (This is a joint project with the Office of Public and Community Service project and the Dean of the Technology.

Anticipated programs for the Public and Community Service Project Office Include:

- A computer science program for the United States Air Force personnel at the Griffith Air Force Base in Rome, New York.
- A program in computer training for personnel of the New York State Environmental Conservation Department.
- An expansion of the apprenticeship training program for the New York State Office of General Services.
- Assisting the Albany Urban League in developing a program designed to assist minorities find employment.
- A training program in electrical mechanical and maintenance area for the St. Regis Paper Company, (a joint project with the Office of Public Service and the Dean of the Technology division).

Anticipated programs for the Office of Continuing Education include:

- **Professional improvement:**

- A seminar concerning Commodore VIC 64 for the public.
- A course in computer literacy and B.A.S.I.C. language for the public.
- A course in resume construction for those who wish to improve this skill.
- Introduction to computer based education for area educators.

SUMMARY

The overall responsibility for the development of services to the private sector and the community rest with the President of the college. Dr. Joseph J.Bulmer and Dr. Dominick M. Eannello have accepted that responsibility with great expectation and determination; and the college community has demonstrated a positive response to Chancellor Wharton's desire to increase the Public Service mission of SUNY Institutions.

Over the past year the programs referred by the Office of Public Service have increased. The number of people served increased approximately 175%; the number of Public Service programs increased 384% and the number of organizations served increased 181%. These figures include increases only in State Aidable Contract Courses.

The number of people benefiting from courses offered by the Public and Community Service Project Office has increased from approximately 500 to over 1500, while the number of programs increased over 50%.

The Office of Continuing Education has steadily increased the number of courses offered each year. In the fall of 1983, 17 new professional, leisure time and self-improvement courses will be offered. This is a 39.5% increase from the fall of 1982. More programs will be added for the remainder of the academic year.

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